

HOW TO  
*Double your FUN*  
WITH A  
POLAROID® *Land* CAMERA

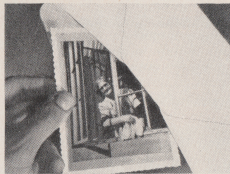


**38** WAYS TO MAKE  
THE MOST OF  
60-SECOND PHOTOGRAPHY



# SEE WHAT IT MEANS TO HAVE THE FINISHED PRINT THE MINUTE YOU SNAP IT . . .

## IN DAY-TO-DAY LIFE



**1. Picture letters . . .** Brighten your correspondence with up-to-the-minute pictures. Illustrated letters are more fun to write and more fun to receive. You can take the pictures *after you start your letter* — and still make the mail.



**2. Thank-you notes . . .** A most thoughtful way to say "thank you" is to send a picture of the gift *in use*, with a note on the back, the very day the gift arrives.



**3. For Shut-ins . . .** What could be more exciting for those who can't get about, than to bring them pictures of the *people and places you've seen today!*



**4. Family pictures . . .** Everyone poses willingly when he knows he'll see his picture in a minute! So Polaroid pictures are natural . . . relaxed. Try it. You'll get the finest *family group* pictures ever . . . with more fun for everybody.



**5. Baby pictures . . .** A flash picture of your baby when he is minutes old is a thrilling way to bring the news to your friends and a fine start for your family album. Hard-to-get baby pictures are easy because you can always improve the pose if something's wrong the first time.



**6. Autographs . . .** Polaroid pictures . . . made and signed on the spot give your collection double interest.



**7. Christmas cards . . .** Because you see your pictures as you take them, you can make *sure* you have *just* the shot you want, while everybody's in the mood . . . and it's easy to re-shoot. A new Polaroid photographic service provides you with a negative, so your dealer can make up your cards.



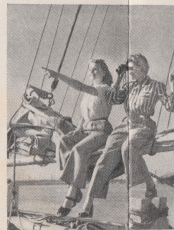
**8. Guest book . . .** Names and dates in a guest book are fun to have — but a signed picture adds double interest. And what a novel way to make your guests feel they're really welcome!



**9. Teaching sports . . .** Ever have trouble explaining to a beginner just what he is doing wrong? Snap his picture and show him then and there! It's a short cut to faster teaching.



**10. Watching sports . . .** With a Polaroid Camera, you can double your fun at sports events . . . and your family and friends will be *really* interested when you show *pictures* of the game you have just seen.



**11. Cruising . . .** When you get to port, you'll enjoy showing your pictures of the day's cruise to those in the next boat — or mailing the prints back home.



**12. Hunting and fishing . . .** When you bag that deer or hook that "big one" . . . just snap the picture. You have the evidence on the spot to share with friends . . . show your family the minute you get home.

## IN SPORTS

FOR MORE IDEAS SEE INSIDE PAGE





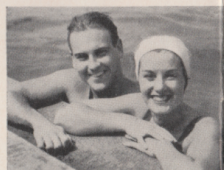
## ON YOUR TRIPS



**13. Travel Diary . . .** Travel-thrills stay doubly vivid when you can relive them, with Polaroid pictures, at each day's end . . . when you *show* new friends the sights you've seen . . . jot notes on the back while names and details are still fresh.



**14. For the folks at home . . .** When you're too busy to write, just pick out a few good Polaroid pictures you've taken that very day and mail them home. It's the most exciting "news" to receive—and what could be easier!



**16. New Friends . . .** With a Polaroid camera you make new friends as easily as you make new pictures. Everybody's interested. It's a pleasant and novel way to break the ice. And a note on the back of a picture keeps the names and addresses straight.



**17. The Perfect "Little Gift" . . .** Make a Polaroid picture of the cop, the captain, the friendly native—or the native you *hope* will be friendly!—and give it to him on the spot. It's the perfect, *unexpected* gift anywhere.



**15. The Unusual . . .** Because you see your results on the spot, you'll find yourself taking interiors, close-ups and other shots you never dared attempt before. If you fail the first time, you know just what to do the second try. Time exposures are easy.



**18. Gifts for friends . . .** You can write, "I bought you a basket in this funny little market"—and *show* them with a Polaroid picture, mailed that very same day. Your picture will make the gift doubly exciting.

## IN THE DAY'S WORK

**28. Real Estate Men . . .** For quick listing of property. Saves precious time in preparing advertisements and promotional pieces.

**29. Bankers . . .** Ideal for mortgage appraisal pictures. Helps avoid the usual delay in getting decisions. Data written on the back of the print prevents mixups.

**30. Selling . . .** When you can't get your sample and your prospect together, snap a Polaroid picture and mail it. You can do it *that day* . . . and it's worth a thousand words.

**31. Reports . . .** Polaroid pictures show *today* how things looked *today*—what the new signs look like, how the repair was made, how the shipment is being packed, how big the crowd was, how the unit was installed, how the model is being revised.

**32. Engineers and Contractors . . .** Pictures taken on the job save return trips for verifying details, show clients and associates how the work is coming along, make estimates more accurate.

**33. Newspaper Editors . . .** With the Polaroid Camera, hundreds of newspapers now get pictures as fast—and as certainly—as the big-city dailies. Up-to-the-minute picture coverage at trifling cost. Excellent reproduction up to 3 columns or even larger.

**34. Doctors—Dentists . . .** For pictures that give case records an extra edge of accuracy. Wonderful for children's growth charts, progress records in orthopedics, photomicrography, records of research setups.

**35. Personnel Managers . . .** New employee pictures when they mean the most—the day the new employee applies for the job. No chance of mix-ups.

**36. Ranchers—Farmers . . .** Polaroid pictures make exact records of crop growth, condition of livestock. Excellent for ordering machine-repair parts, convincing buyers.

**37. Conventions—Meetings . . .** Polaroid flash pictures of visitors make a perfect visual directory-board for showing "Who's Here" . . . attract interest . . . make inexpensive, novel gifts.

**38. Insurance Adjusters—Lawyers—Inspectors . . .** Polaroid pictures record the facts while the evidence is still at hand. With a camera that gives you a second chance, you don't have to be an expert photographer to get *exactly* what you want . . . every time.

## AT CELEBRATIONS



**19. Weddings . . .** For the most special event of all, don't risk losing those priceless pictures forever. Make sure you have just the pictures you want. All will be thrilled to see them—and the bride can even take some of them with her on her honeymoon!



**20. Children's Birthdays . . .** Your Polaroid Camera can be the highlight of any children's party. The youngsters love to see their pictures on the spot.—Snap them playing games. Use the pictures as favors.



**21. Anniversaries . . .** Another event where you want to make *sure* of those once-in-a-lifetime shots. All the extra prints you need—at little cost. Enlargements, too . . . hand-tinted, if you wish.



**22. Church Fairs . . .** A big money raiser: Set up a photo booth with special "props"—an attractive (or funny) drawing with a cut-out for people's heads, like this; a stuffed animal for the small fry, antique hats for the teen-agers. Prints will be popular at 50¢, \$1.00—or even more.

## AT PARTIES



**23. Place Cards . . .** Snap pictures of your arriving guests—and delight them by using the prints later as place cards. It's a good conversation-starter for your dinner and the pictures make welcome souvenirs. Or you can ask guests to autograph prints for your guest book.



**24. Who's Who . . .** A guessing game. [Send the men into the next room with a Polaroid Camera. After they've snapped pictures of their hands (or feet), the girls identify "who's who" from the prints. Fun!]



**25. Talent Scout . . .** Ask each guest to register before the camera some simple emotion like "fear" or "joy." Your guests can vote for the "Star." Results are hilarious . . . a special favorite among teenagers!



**26. Candid . . .** Flash pictures are easy with a Polaroid Camera. Unposed pictures, taken in off-guard moments, add life to any party . . . when they're ready right away for all to enjoy. And extra prints are easy . . . inexpensive . . . for the shots that everybody wants.



**27. Picture Contest . . .** For serious camera fans. See who can take the most artistic picture. It's fun—and everyone learns. Dark-room fans can work up enlargements later . . . from Polaroid copy negatives.

Model 95  
CAMERA \$89.75



PICTURE ROLL \$1.75  
8 EXPOSURES

Prints cost little—if any—more than conventional snapshots, when you include film, developing, printing. And—no pictures wasted "to finish up the roll"—no repeated mistakes!



METER \$14.25

Special Polaroid—G.E. Model for instant, accurate shutter-setting



## CHOICE OF TWO FINE CASES

STANDARD CARRYING-CASE—holds two extra picture rolls. Top grain cowhide . . . \$14.95  
MASTER COMPARTMENT—holds camera, flashgun, bulbs, picture rolls, meter, mounts . . . \$25.75



# All you've ever asked of a camera . . . PLUS

**1. The picture is yours for sure** with a Polaroid Land\* Camera. If you make a mistake in pose, exposure or lighting, you see your result in 60 seconds . . . can make your corrections immediately and secure *exactly* the photograph you want.

**2. Easy to operate** — You load the Polaroid Camera by simply *dropping in* the picture roll. Ten seconds does it. No spools to thread. No windows to watch.



**3. Pictures one by one** — Each Polaroid picture is ready as you take it. No need to waste the rest of the roll — no need to wait days or weeks for the whole roll to be developed and printed. The finished picture is in your hand ready to be enjoyed just *one minute* after you click the shutter. And you get more *good* pictures per roll because you can check results on the spot — no repeated mistakes.

**4. Amazing picture quality** — You get the finest black and white pictures you have ever taken. In brilliance of highlights and depth of shadows — in faithfulness of tonal gradation — in crispness of detail — in every quality a photographic print can offer — they challenge expert darkroom production. Even critical professional photographers are delighted with Polaroid pictures.

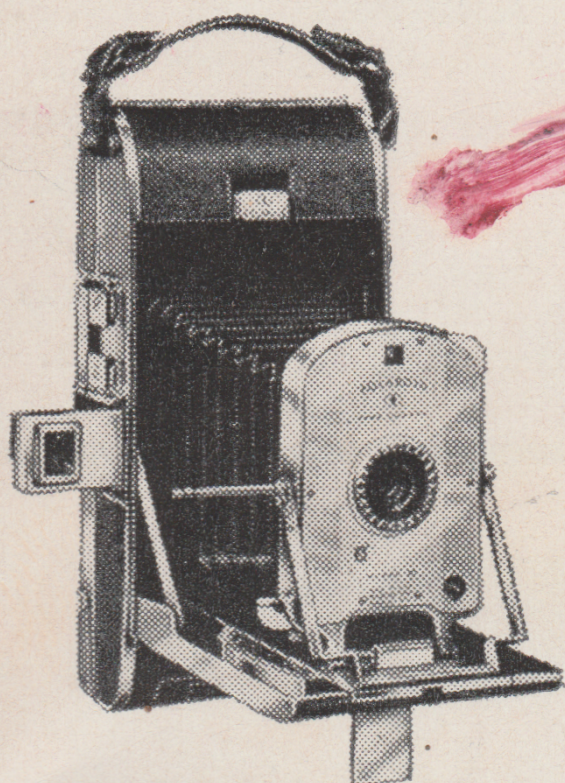
**5. The easiest extra-print system ever** — If you want extra copies of any picture — even if it's years later — all you do is lift the print from your album and send it in. Faithful copies and enlargements are made quickly at low cost — and without the need for filing and finding negatives.

\*Named for its inventor, Dr. Edwin H. Land.



NOW  
**TWO** FINE

PICTURE-IN-A-MINUTE CAMERAS

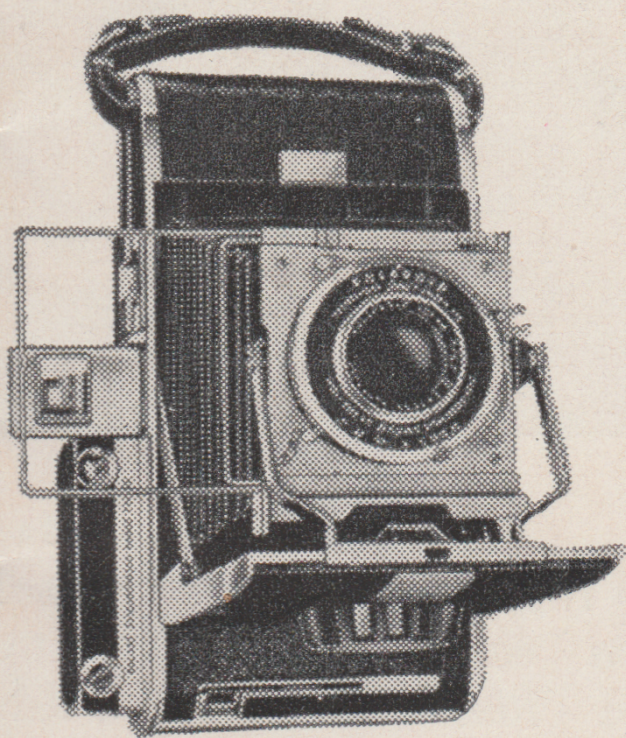


**POLAROID**

*Land* **CAMERA**

Model 95

The simplest fine camera of all — one easy adjustment takes care of shutter and lens settings. Just aim and shoot. Already giving pleasure to hundreds of thousands of users.



**POLAROID**

*Pathfinder*  
**LAND CAMERA**

Model 110

Combines a fast f/4.5 lens, a high speed shutter for action shots, a coupled rangefinder for needle-sharp pictures under any conditions.

**ASK FOR A DEMONSTRATION**